



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The says quatrant,a crucial aspect of usability

Studies , captures user input,

The thinks quadrant captures the users thoughts.

Concerns throughout the experience.

Often including direct quotes from research,

To provide valuable insights.

The does quadrant encloses the users acthons

Refreshingsn enclosesn the users actions a page or shopping.



M.Marimuthu
Short summary of the persona

THE does quadrant encloses the actions the user takes.

From the research,what does the user physically do?

The saya,thinks and feels quadrants are essential in usability research

Capturing user thoughts, feelings, actions, and emotional states.

How does the user go about doing it ?

Refreshes page several times.shops around to compare prices.

Undersdanding these quatrants helps UX professionals identify inconsistencies and empathy maps.

Providing insights into user needs and preferences.



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?